6825826
Ver#
2
Status
Status Returned
Traffic Order# 103289

Rep Order# EC'd Yes

Printed: Last Received: Showing Buylines: All

06/22/2012 8:34 AM 06/19/2012 7:33 AM

1 of7

Advertiser (Product NRCC Estimate# 2602 Station KSNV-TV LAS VEGAS, NV.
Advertiser ().N.R.C.C. IE
Product NRCC IE 2012 Ben Angle Agency () NATIONAL MEDIA RESEARCH PLAN & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2602
Flight Dates 10/05/2012 - 10/11/2012
Hiatus Weeks Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

SC=*

— CONTRACT COMMENT —

Fax# Buyer

Phone#

- REMARKS -

ILADELPHIA IY MCCREARY

NNNING Rep Firm Sales Office (Salesperson (All Lines
) PHIL) AMY	

												H H	PLEAS
12	11	10	ø	œ	7	Ø	5	41	ω	8	H	Ln	e see
K	뾔	ТН	¥	TU	K	प्य	TH	W	TU	K	ᄪ	Day	PLEASE SEE BELOW. THANKS!
7A-9A	7A-9A	6A-7A	6A-7A	6A-7A	6A-7A	6A-7A	5A-6A	5A-6A	5A-6A	5A-6A	!	Time	NKS!
TODAY SHW	TODAY SHW	WAKE W/WAGNRS2	WAKE W/WAGNRSI	WAKE W/WAGNRS1	WAKE W/WAGNRS1	WAKE W/WAGNRS1	WAKE W/WAGNRS1	Program					
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	Len	
\$900,00	\$900.00	\$725.00	\$725.00	\$725.00	\$725.00	\$725.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	Rate	
10/08-10/08	10/05-10/05	10/11-10/11	10/10-10/10	10/09-10/09	10/08-10/08	10/05-10/05	10/11-10/11	10/10-10/10	10/09-10/09	10/08-10/08	10/05-10/05		
æ	Δ	N	N	N	N	N	N	N	N	N	N	Spots/Week	
1	⊣	ы	1-3	₽	H	I	٢	H	щ	Н	Þ	# of Weeks	
.45	44	2	N	22	N	N	N	2	2	2	N I	Total Spots	
\$3,600.00	\$3,600.00	\$1,450.00	\$1,450.00	\$1,450.00	\$1,450.00	\$1,450.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	Total Cost	
												Daypart	

	EC'd Yes	Rep Order#	
		# 6825826	
		Ver# 2 Status Returned	
		Traffic Order# 103289	
Showing Rawlines: All I ince	Last Received:	Printed:	
I in ea	06/19/2012 7:33 AI	06/22/2012 8:34 AI	

AM AM

2 of

Daypart

						Show	Showing Buylines: All Lines	nes			
Station k Advertiser Product	음~ Z	LAS VEGAS, N N.R.C.C. IE E 2012		Agency () N. & PLACE ALEXANI	ATION, MENT, DRIA, V	() NATIONAL MEDIA RESEARCH P & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314	CH P	LANNNING Rep Firm Sales Office (Salesperson (PHILADELPHIA AMY MCCREARY	HIA EARY
Estimate# Buyer Phone#	2002 Ben Angle			Agency C/P1/P2/E Flight Dates Hiatus Weeks	10/05/2	10/05/2012 - 10/11/2012	2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	540 845
rax# LT Ln	Day	Time	Program	F	Len	Rate	Dates	Spots/Week	₩eeks	Total Spots	Total Cost
13	H	7A-9A	TODAY SHW	". !	:30	\$900.00	10/09-10/09	4	<u> </u>	4	\$3,600.00
14	됨	7A-9A	TODAY SHW	··.	:30	\$900.00	10/10-10/10	42	Ь	ıζ	\$3,600.00
15	TH	7A-9A	TODAY SHW	:	:30	00.00	10/11-10/11	42	74	4	\$3,600.00
16	SA	6A-7A	NW3 AT SUNRISE	: .	:30	\$375.00	10/06-10/06	N	H	N	\$750.00
17	SA	7A-9A	SATURDAY TODAY	:	:30	\$625.00	10/06-10/06	42	د سر	ıl2ı	\$2,500.00
18	US	6A-7A	NW3-SUNRS WKND	.	:30	\$375.00	10/07-10/07	8	H	8	\$750.00
19	ΩS	7A-8A	SUN TODAY	15.	:30	\$500.00	10/07-10/07	2	Ľ	N	\$1,000.00
20	퍽	9A-10A	TODAY SHW2	73.	:30	\$425.00	10/05-10/05	N	щ	2	\$850,00
21	ጃ	9A-10A	TODAY SHW2	ä	:30	\$425.00	10/08-10/08	2	Ъ	2	\$850.00
22	ŢŪ	9A-10A	TODAY SHW2	ï.	: 30	\$425.00	10/09-10/09	2	נ	Ν	\$850.00
23	শ্ব	9A-10A	TODAY SHW2	••	30	\$425.00	10/10-10/10	N	j1	2	\$850.00
24	TH	9A-10A	TODAY SHW2	:30	30	\$425.00	10/11-10/11	N	Ľ	2	\$850.00
25	μĵ	10A-11A	TODAY SHW3	:30	ő	\$325.00	10/05-10/05	2	17	8	\$650.00
26	ĸ	10A-11A	TODAY SHW3	:30	õ	\$325.00	10/08-10/08	N	H	2	\$650.00
27	DI	10A-11A	TODAY SHW3	:30	30	\$325.00	10/09-10/09	2	Ь	2	\$650.00
28	Ø	10A-11A	TODAY SHW3	:30	30	\$325.00	10/10-10/10	Ю	Ч	2	\$650.00
29	TH	10A-11A	TODAY SHW3	:30	õ	\$325.00	20/11-10/11	Ю	<u>⊢</u> ¹	2	\$650.00

3 of 7

Daypart

	E P S	ਤਿਨਾਬ ਤਿਨਾਬ	LT:	!																
	Station 1 Advertiser Product Estimate#	Buyer Phone# Fax#	ř.	i !	30	31	32	္အ	34	35 5	<u>ა</u>	37	ယ္	3 9	40	41	42	43	, <u>4</u>	45
	KSNV-TV () NRCC1 2602	Ben Angle	Day		, ES	M	TU	W	Тн	tzj	Z	TU	W	TH	SA	SU	řzj	ĸ	ŢU	ষ্
	LAS VEGAS, N .N.R.C.C. IE IE 2012		Time		11A-12P	11A-12P	11A-12P	11A-12P	11A-12P	1230P-1P	1230P-1P	1230P-1P	1230P-1P	1230P-1P	9A-930A	930A-10A	3P-4P	3P-4P	3P-4P	3P-4P
	,		Program		RACHAEL RAY	NEWS 3 AT NOON	NEWS3 TDY-WKND	CHRIS MATTHEWS	DR. PHIL	DR. PHIL	DR. PHIL	DR. PHIL								
	Agency (): & PLAC ALEXA Agency C/P1/P2/E	Flight Dates Hiatus Weeks		·																
) NATIC ACEMEN (ANDRIA	10/0;	Len		:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	: 30	:30	:30
Chic	() NATIONAL MEDIA RESEARCH & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314 PIP2/E 155/426/2602	10/05/2012 - 10/11/2012	Rate	· · · · · · · · · · · · · · · · · · ·	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	\$500.00	\$500.00	\$450.00	\$450.00	\$450.00	\$450.00
mang buyanca. I ta 1	CH	12	Dates	1	10/05-10/05	10/08-10/08	10/09-10/09	10/10-10/10	10/11-10/11	10/05-10/05	10/08-10/08	10/09-10/09	10/10-10/10	10/11-10/11	10/06-10/06	10/07-10/07	10/05-10/05	10/08-10/08	10/09-10/09	10/10-10/10
VITTIC-3	PLANNNING Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	Spots/Week	1	N	N	N	2	N	Ħ	٢	ı→	,	Н	سر	Ľ	N .	N	Ν	N
		1 Phone# 1 FAX#	# of		ᆫ	H	Ь	₽.	L	₽	Н	H	ь	H	ш	H	1-7	⊬	Н	Ы
) PHILADELPHIA) AMY MCCREARY	215-568-6540 215-568-1845	Total Spots	1 1	N	N	N	N	N	⊣	Ъ	H	Н	Н	Ц	ц	N	М	N	N
	LPHIA CREARY	-6540 -1845	Total Cost	 - -	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	\$500.00	\$500.00	\$900.00	\$900.00	\$900.00	30.000\$

i	Ĭ'n	hone#	tation KS dvertiser roduct	kep Order#)C'd Yes
	Day	Ben Angle	tation KSNV-TV LAS VEGAS, NV Advertiser ().N.R.C.C. IE roduct NRCC IE 2012	# 6825826
1	Time		8 VEGAS, NV. .C.C. IE 12	Ver#
	Program			Ver# 2 Status Returned
		Flight Dates Hiatus Weeks	Agency () NATIONAL MED & PLACEMENT, 815 SLA ALEXANDRIA, VA 2231	Traffic Order# 103289
1	Len	10/05/	NATION CEMENT, NDRIA,	ır# 10328!
	Rate	10/05/2012 - 10/11/2012	() NATIONAL MEDIA RESEAR & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314	
	Dates) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm ACEMENT, 815 SLATER LANE Sales Offi XANDRIA, VA 22314 Salespers	Printed: 06 Last Received: 06/ Showing Buylines: All Lines
	Spots/Week	Salesperson Phone# Salesperson FAX#	NG Rep Firm Sales Office Salesperson	06/22/2012 8:34 AM 06/19/2012 7:33 AM ines
	Weeks # oh	Phone# FAX#		4 AM 8 AM
	Total Spots	215-568-6540 215-568-1845	PHILADELPHIA AMY MCCREARY	
	Total Cost	540 345	HIA EARY	4 of 7

% % 0	* !!	ж , , ,	* 57	56	55	54	53	52	51	50	49	42 00	47	46	LT Ln		Station KS: Advertiser (Product 1 Estimate# 2
W Station	TU Station	M Station :	Station	TH	W	TU	ĸ	н	TH	E	TU	ጃ	ŀ¥Ĵ	TH	Day	Ben Angle	SNV-TV LAS V ().N.R.C ().N.R.C NRCC IE 2012 2602
79-730P Remark:	7P-730P Remark:	7P-730P Remark:	7P-730P Remark:	5P-630P	5P-630P	5P-630P	5P-630P	5P-630P	430P-5P	430P-5P	430P-5P	430P-5P	430P-5P	3P-4P	Time		KSNV-TV LAS VEGAS, NV. ().N.R.C.C. IE NRCC IE 2012 2602
JEOPARDY V2 NOT NA - JEOP 630-7P	NEWS 3	DR. PHIL	Program														
-7p	-7p	-7P	-7P													Flight Dates Hiatus Weeks	Agency (): & PLAC ALEXA Agency C/P1/P2/E
:30	: 30	:30	:30	:30	:30	:30	30	:30	:30	:30	:30	:30	:30	:30	Len		NATIO EMENT NDRIA
\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$725.00	\$725.00	\$725.00	\$725.00	\$725.00	\$450.00	Rate	10/05/2012 - 10/11/2012	TONAL MEDIA RE ENT, 815 SLATER UA, VA 22314 155/426/2602
10/16-10/10	10/09-10/09	10/08-10/08	10/05-10/05	10/11-10/11	10/10-10/10	10/09-10/09	10/08-10/08	10/05-10/05	10/11-10/11	10/10-10/16	10/09-10/09	10/08-10/08	10/05-10/05	10/11-10/11	(A)	12	() NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office ALEXANDRIA, VA 22314 Salesperson PLP2/E 155/426/2602
Н	ju.	н	j-set.	ω	ω	ω	ω	w	ļ	Þ	<u>.</u>	н	щ	N	Spots/Week	Salesperson Phone# Salesperson FAX#	NG Rep Firm Sales Office (Salesperson (
J-1	Н	r	P.	Н	ш	H	⊢ •	Ь	н	I—7	Н	ŀ ⊷	Ь	⊢	# of	Phone# FAX#	
Ь	н	Ь	i	£u.	w	ω	w	ω	ш	⊢	Щ	Н	نسو	N	Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY
\$1,300,00	\$1,300.00	\$1,300.00	\$1,300.00	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00	\$725.00	\$725.00	\$725.00	\$725.00	\$725.00	\$960.00	Total Cost	5540 1845	PHIA REARY
														 1 1 1	Daypart		

Daypart

Printed: 06/22/2012 8:34 AM **Last Received:** 06/19/2012 7:33 AM **Showing Buylines:** All Lines

73	72	71	70	69	*	*	*	*	*	*	*	ж.		Fax# LT Ln	Advertiser Product Estimate# Buyer Phone#
					* ©	* 67	თ თ *	65	* Ø 4,	* ω	* 62	بر و	1	Þ	# 26 # 26
ŀΤſ	埘	₩	×	×	SA Station I	SA Station	TH Station	W Station:	TU Station :	M Station	E Station	TH Station		Day	() NRCC IE NRCC IE 2012 2602 Ben Angle
9P-10P	46-d8	10P-11P	9P-10P	401-48	7P-8P Remark:	630P-7P Remark:	730P-8P Remark:	730P-8P Remark:	730P-8P Remark:	730P-8P Remark:	730P-8P Remark:	7P-730P Remark:	 	Time	NR.C.C. IE E 2012 gle
GRIMM-NBC	WHO ARE YOU?	CHICAGO FIRE	L&O:SVU	THE VOICE	JEOP/WHEEL V2 NOT NA - JEOP/WHEEL AIRS	NEWS 3 V2 NOT NA - PROGRAM AIRS 7	WHEEL-FORINE V2 NOT NA - WHEEL 7-730P	WHEEL-FORTNE V2 NOT NA - WHEEL 7-730P	JEOPARDY V2 NOT NA - JEOP 630-7P		Program				
					S 630-730P	730-8P									ALEX C/P1/P2/ bates Weeks
:30	: 30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	; 30		Len	DEMENT, NDRIA, V 155/ 10/05/2
\$3,000.00	\$1,700.00	\$3,200.00	\$3,000.00	\$4,000.00	\$525.00	\$425.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00		Rate	& PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314 P1/P2/E 155/426/2602 res 10/05/2012 - 10/11/2012 reks
10/05-10/05	10/05-10/05	10/10-10/10	10/10-10/16	10/08-10/08	10/06-10/06	10/06-10/06	10/11-10/11	10/10-10/10	10/09-10/09	10/08-10/08	10/05-10/05	10/11-10/11		Dates	CEMENT, 815 SLATER LANE Sales Offin ANDRIA, VA 22314 Salesperso E. 155/426/2602 Salesperso Interval of the control of the contro
a	Ь	h	н		Ν	Ц	Н	ħ	ч	4	Н	Ъ		Spots/Week	Sales Office (Salesperson (Salesperson Phone#Salesperson FAX#
₽	ь	1	۲	H	₽	j-c3	Н	1	⊣	I -1	Ь	j-3		#= O I¹h	One. X#
j—4	Д	1	l-,	ŀ¬	Ю	Ц	H	Ц	щ	<u>μ</u>	ы	н	stods	Total) PHILADELPHIA) AMY MCCREARY # 215-568-6540 215-568-1845
\$3,000.00	\$1,700.00	\$3,200.00	\$3,000.00	\$4,000.00	\$1,050.00	\$425.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00		Total Cost	PHIA XEARY 1540 845

ω ω	87	ω σ	හ ග	88	83	82	81	80	79	78	77	76	75	74	}	LT	Buyer Phone# Fax#	Station 1 Advertiser Product Estimate#	Rep Order# EC'd Yes
¥	TU	ĸ	т)	SA	TH	M	UT	¤	нŋ	SU	SU	SU	SA	SA		Day	Ben Angle	KSNV-TV LAS V ().N.R.C NRCC IE 2012 2602	# 6825826
1135P- 1235A	1135P- 1235A	1135P- 1235A	1135P- 1235A	11P-1135P	11P-1135P	11P-1135P	11P-1135P	11P-1135P	11P-1135P	830P-930P	530P-830P	4P-515P	10P-11P	9P-10P	! ! !	Time		KSNV-TV LAS VEGAS, NV. ' () N.R.C.C. IE NRCC IE 2012 2602	Ver#
TONITE SHW	TONITE SHW	TONITE SHW	TONITE SHW	WKD2 NWS-AT 11	NEWS 3 AT 11	NWS3 LVE-PRIME	NBC SUN-FTBL	FTBL NITE AMR	L&O SVU-SA-NBC	PRIME-SAT-NBC		Program		·	2 Status Returned				
																	Flight Dates Hiatus Weeks	Agency () & PLAC ALEXA Agency ('/P1/P2/F	Traffic Order# 103289
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30		Len) NATIOI ACEMENI KANDRIA,	der# 10328
\$500.00	\$500.00	\$500.00	\$500.00	\$1,100.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,600.00	\$10,000.00	\$2,500.00	\$1,200.00	\$800.00		Rate	10/05/2012 - 10/11/2012	() NATIONAL MEDIA RESEARCH & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314 P1/P2/F 155/2/5/202	
10/10-10/10	10/09-10/09	10/08-10/08	10/05-10/05	10/06-10/06	10/11-10/11	10/10-10/10	10/09-10/09	10/08-10/08	10/05-10/05	10/07-10/07	10/07-10/07	10/07-10/07	10/06-10/06	10/06-10/06		Dates	12	CH	Printed: 06 Last Received: 06/ Showing Buylines: All Lines
N	N	N	Ю	N .	Ļ	н	٢	ч	لاسر	N	N	H	ы	;— <u>r</u>		Spots/Week	Salesperson Phone# Salesperson FAX#	PLANNNING Rep Firm Sales Office (Salesperson (06/22/2012 8:34 AM 06/19/2012 7:33 AM .ines
Н	Ъ	Ц	H	Ь	۳	⊷	닏	3	₽	Ы	↦	⊭	⊬	⊣	1 3	돌#= 0 0 0 5 H,	1 Phone# 1 FAX#		34 AM 3 AM
Ю	2	N	2	22	щ	ب	بر	Ъ	Ħ	N	N	: Н	ы	ы	1 C	Total	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	
\$1,000.00	s1,000.00	\$1,000.00	\$1,000.00	\$2,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$3,200.00	\$20,000.00	\$2,500.00	\$1,200.00	\$800.00	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Total Cost	540 845	PHIA VEARY	6 of 7
																Daypart			

COMPETITIVE COMMENTS EST SHARES BASED ON ALL 5 ORDERS	Oct 12: 162 / \$147,225.00 Sales Totals: 162 / \$147,225.00 Station Totals: 162 / \$147,225.00 Lines not sent/rcld/rtrn: 0 / \$0.00 COMPETITIVE— Market Totals \$397,905	Report Totals: 162 / \$147,225.00 —SALES MONTHLY TOTALS—	REPORT TOTALS	91 SU 1135P-12A SPORT NT-L VGS	90 SA 1130P-1A SAT NITE LIVE	89 TH 1135P- TONITE SHW 1235A	LT Ln Day Time Program		Station KSNV-TV LAS VEGAS, NV. Advertiser ().N.R.C.C. IE Product NRCC IE 2012 Estimate# 2602	Rep Order# 6825826 Ver# 2 Status Returned EC'd Yes
				83			 			kned
XXXX	CATV					·		Flight Dates Hiatus Week	Agency	H
% % 0 12	O &							Flight Dates Hiatus Weeks	Ç.	raffic Or
KTUD	KBLR			:30	:30	:30	r en	10/0) NATIC ACEMEN KANDRIA	Traffic Order# 103289
0	0			\$400.00	\$1,400.00	\$500.00	Rate I te	10/05/2012 - 10/11/2012	() NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office ALEXANDRIA, VA. 22314 Salespers 155/426/2602	
KVCW	KINC			10/0	10/0	10/1	Dates)12	ESEARC LANE	l Last I wing Bu
olc 	0 %			10/07-10/07	6-10/06	10/11-10/11	1 63 		H PLANI	Printed: 06 Last Received: 06/ Showing Buylines: All Lines
				ь	N	N	વુંટ	S SS	VNING R	06/2 06/1 11 Lines
AWAN	KLAS						Spots/Week	Salesperson Phone Salesperson FAX#	Rep Firm Sales Office (Salesperson (06/22/2012 8:34 AM 06/19/2012 7:33 AM nes
oko (11)	22%			ا سا	₽	H	k # of	Salesperson Phone# Salesperson FAX#		34 AM 33 AM
KVVU	KSNV			H	N	Ν	Total	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	
Ci 22 29	V 37%			\$40	\$2,	\$1,		8-6540 8-1845	ELPHIA CREAR	
				\$400.00	\$2,800.00	\$1,000.00	Total Cost		ĸ	7 of 7
										7

-- CREDIT RISK --CASH IN ADVANCE

Demos Books

NOV12 RA35+